

ORDER



Orders	Order / Rev:	202469
	Alt Order #:	06834563
	Product Desc:	9/4-9/13 American Crossroads
	Estimate:	690
	Flight Dates:	09/04/12 - 09/13/12
	Original Date / Rev:	08/29/12 / 08/29/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Crossroads Media LLC
	Buying Contact:	
	Billing Contact:	
		66 Canal Center Plaza
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/American Crossroads
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN16688/TO1709
Agency External ID:	IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	19	\$10,675.00	\$9,073.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$10,675.00	\$9,073.75	0.00
Totals	19	\$10,675.00	\$9,073.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	13%	\$10,675.00
Market	100%	\$82,115.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$30,382.69
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$22,171.15
WTVZ	0%	\$0.00
WVEC	23%	\$18,886.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/09/12	09/09/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
FOX NWS SUNDAY REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S		1		\$100.00		0.00					
E 2	WVBT	09/04/12	09/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----			1			\$1,200.00			0.00		
E 3	WVBT	09/06/12	09/06/12	M-F 10-1044p	CM	10-1045p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---			1			\$1,200.00			0.00		
E 4	WVBT	09/10/12	09/10/12	M-F 10-1044p	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----			1			\$1,200.00			0.00		
E 5	WVBT	09/12/12	09/12/12	M-F 10-1044p	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Fox News @ 10											
WVBT FOX NEWS REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----			1			\$1,200.00			0.00		
E 6	WVBT	09/05/12	09/05/12	M-F 1045-11p	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----			1			\$500.00			0.00		
E 7	WVBT	09/06/12	09/06/12	M-F 1045-11p	CM	1045-11p	---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---			1			\$500.00			0.00		
E 8	WVBT	09/10/12	09/10/12	M-F 1045-11p	CM	1045-11p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----			1			\$500.00			0.00		
E 9	WVBT	09/12/12	09/12/12	M-F 1045-11p	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				Fox Sportswrap											
SPORTSWRAP M-F REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----			1			\$500.00			0.00		
E 10	WVBT	09/04/12	09/04/12	M-F 11-1130p	CM	11-1130p	-T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----			1			\$300.00			0.00		
E 11	WVBT	09/05/12	09/05/12	M-F 11-1130p	CM	11-1130p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	--W----			1			\$300.00			0.00		
E 12	WVBT	09/06/12	09/06/12	M-F 11-1130p	CM	11-1130p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---			1			\$300.00			0.00		
E 13	WVBT	09/07/12	09/07/12	M-F 11-1130p	CM	11-1130p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
30 ROCK REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--			1			\$300.00			0.00		
E 14	WVBT	09/10/12	09/10/12	M-F 11-1130p	CM	11-1130p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				30 Rock											
EXTRA REVISE RATE TO CLEAR: REVISE PRGM															

Order / Rev: 202469
Alt Order #: 06834563
Flight Dates: 09/04/12 - 09/13/12

Advertiser: POL/American Crossroads
Product Desc: 9/4-9/13 American Crossroads
Estimate: 690
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	09/10/12	09/10/12	M-F 11-1130p 30 Rock	CM	11-1130p	M- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12	M- - - - -		1	\$300.00				0.00					
E 15	WVBT	09/11/12	09/11/12	M-F 11-1130p 30 Rock	CM	11-1130p	- T- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12	- T- - - - -		1	\$300.00				0.00					
E 16	WVBT	09/12/12	09/12/12	M-F 11-1130p 30 Rock	CM	11-1130p	- - W- - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12	- - W- - - -		1	\$300.00				0.00					
E 17	WVBT	09/13/12	09/13/12	M-F 11-1130p 30 Rock	CM	11-1130p	- - - T- - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
30 ROCK REVISE RATE TO CLEAR; REVISE PRGM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12	- - - T- - -		1	\$300.00				0.00					
E 18	WVBT	09/09/12	09/09/12	Fox NFL Pre Game Fox NFL Pre Game	CM	Fox NFL Pre Game	- - - - - S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
FOX NFL SU-PRE REVISE RATE TO CLEAR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	- - - - - S		1	\$1,200.00				0.00					
E 19	WVBT	09/10/12	09/12/12	M-F 3-4p Steve Wilkos	CM	3-4p	MTW- - - -	:30	1	\$175.00	P1	0.00	NM	1	\$175.00
JERRY SPRINGER ADD TO SKED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/10/12	09/16/12	MTW- - - -		1	\$175.00				0.00					
Totals														19	\$10,675.00